

## ORDER



Orders	Order / Rev:	706676			
	Alt Order #:	06278660			
	Product Desc:	OBAMA FOR AMERICA			
	Estimate:	1537			
	Flight Dates:	10/23/12 - 10/29/12		Primary AE:	Joe Knauer
	Original Date / Rev:	09/20/12 / 09/20/12		Sales Office:	T-WAS
	Order Type:	Political		Sales Region:	NAT
Agency	Name:	Greer Margolis Mitchell/ Pol			
	Buying Contact:			Billing Type:	Cash
	Billing Contact:			Billing Calendar:	Broadcast
		3050 K St NW		Billing Cycle:	WEEKLY
		Washington, DC 20007		Agency Commission:	15%
Advertiser	Name:	Obama/D/President			
	Demographic:	A35+		New Business Thru:	
	Product Codes:	PL-Presidential,Political,PL-Federal		Order Separation:	00:15:00
	Priority:	P-5		Advertiser External ID:	
	Revenue Codes:	AGY, GEN, POL		Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Totals				
			Month	# Spots	Gross Amount	Net Amount	Rating
10/22/12	10/28/12	194	\$102,725.00	194	\$87,316.25	0.00	
10/29/12	11/04/12	36	\$19,200.00	36	\$16,320.00	0.00	
			Totals	230	\$121,925.00	\$103,636.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	10/23/12	10/26/12	Days of Our Lives	CM	1p-2p	- TWTF--	:30	8	\$200.00	P-5	0.00	NM	8	\$1,600.00
				Days of Our Lives											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--		8	\$200.00			0.00					
2	WKYC	10/23/12	10/26/12	M-F 11a-1230p	CM	11a-1230p	- TWTF--	:30	4	\$100.00	P-5	0.00	NM	4	\$400.00
				11a-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--		4	\$100.00			0.00					
3	WKYC	10/23/12	10/26/12	Tonight Show	CM	1135p-1237a	- TWTF--	:30	7	\$450.00	P-5	0.00	NM	7	\$3,150.00
				Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--		7	\$450.00			0.00					
4	WKYC	10/23/12	10/26/12	M-F 10-11a	CM	10a-11a	- TWTF--	:30	8	\$100.00	P-5	0.00	NM	8	\$800.00
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--		8	\$100.00			0.00					
5	WKYC	10/23/12	10/26/12	Late Night	CM	1237a-136a	- TWTF--	:30	4	\$150.00	P-5	0.00	NM	4	\$600.00
				Late Night w/Jimmy Fallon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--		4	\$150.00			0.00					
6	WKYC	10/23/12	10/26/12	M-F 11a-1230p	CM	11a-1230p	- TWTF--	:30	7	\$200.00	P-5	0.00	NM	7	\$1,400.00
				11a-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--		7	\$200.00			0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
48	WKYC	10/29/12	10/29/12	Days of Our Lives	CM	1p-2p	M-----	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
				Days of Our Lives											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		2				\$200.00		0.00			
49	WKYC	10/29/12	10/29/12	M-F 11a-1230p	CM	11a-1230p	M-----	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
				11a-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$100.00		0.00			
50	WKYC	10/29/12	10/29/12	Tonight Show	CM	1135p-1237a	M-----	:30	1	\$450.00	P-5	0.00	NM	1	\$450.00
				Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$450.00		0.00			
51	WKYC	10/29/12	10/29/12	M-F 10-11a	CM	10a-11a	M-----	:30	2	\$100.00	P-5	0.00	NM	2	\$200.00
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		2				\$100.00		0.00			
52	WKYC	10/29/12	10/29/12	Late Night	CM	1237a-136a	M-----	:30	1	\$150.00	P-5	0.00	NM	1	\$150.00
				Late Night w/Jimmy Fallon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$150.00		0.00			
53	WKYC	10/29/12	10/29/12	M-F 11a-1230p	CM	11a-1230p	M-----	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
				11a-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$200.00		0.00			
54	WKYC	10/29/12	10/29/12	Last Call	CM	135a-205a	M-----	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
				Last Call w/Carson Daly		(1:35 AM-2:05 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$50.00		0.00			
55	WKYC	10/29/12	10/29/12	M-F 2-3p	CM	2-3p	M-----	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
				Rachel Ray											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		2				\$200.00		0.00			
56	WKYC	10/29/12	10/29/12	M-F 3-4p	CM	3p-4p	M-----	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
				The Doctors											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		2				\$200.00		0.00			
57	WKYC	10/29/12	10/29/12	M-F 4-5p	CM	4p-5p	M-----	:30	2	\$300.00	P-5	0.00	NM	2	\$600.00
				Ellen Degeneres											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		2				\$300.00		0.00			
58	WKYC	10/29/12	10/29/12	M-F 430a-5a	CM	430a-5a	M-----	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
				430a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$50.00		0.00			
59	WKYC	10/29/12	10/29/12	M-F 5-6a	CM	5a-6a	M-----	:30	2	\$50.00	P-5	0.00	NM	2	\$100.00
				Channel 3 News @ 5AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		2				\$50.00		0.00			
60	WKYC	10/29/12	10/29/12	M-F 5-6p	CM	5p-6p	M-----	:30	2	\$500.00	P-5	0.00	NM	2	\$1,000.00
				Dr. Phil											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		2				\$500.00		0.00			
61	WKYC	10/29/12	10/29/12	M-F 6-630p	CM	6p-630p	M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
				Channel 3 News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$750.00		0.00			
62	WKYC	10/29/12	10/29/12	M-F 6-7a	CM	6a-7a	M-----	:30	2	\$400.00	P-5	0.00	NM	2	\$800.00
				Channel 3 News Today @ 6AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		2				\$400.00		0.00			

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62	WKYC	10/29/12	10/29/12	M-F 6-7a	CM	6a-7a	M-----	:30	2	\$400.00	P-5	0.00	NM	2	\$800.00
Channel 3 News Today @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M----- 2 \$400.00 0.00															
63	WKYC	10/29/12	10/29/12	Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
Nightly News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M----- 1 \$1,500.00 0.00															
64	WKYC	10/29/12	10/29/12	M-F 7-730p	CM	7-730p	M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
Channel 3 News at 7P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M----- 1 \$750.00 0.00															
65	WKYC	10/29/12	10/29/12	M-F 7-9a Today	CM	7a-9a	M-----	:30	5	\$400.00	P-5	0.00	NM	5	\$2,000.00
Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M----- 5 \$400.00 0.00															
66	WKYC	10/29/12	10/29/12	M-F 730-8p	CM	730-8p	M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
Entertainment Tonight															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M----- 1 \$750.00 0.00															
67	WKYC	10/29/12	10/29/12	M-F 9-10a Today II	CM	9a-10a	M-----	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
Today Show II (9:00 AM-10:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M----- 2 \$200.00 0.00															
68	WKYC	10/29/12	10/29/12	LN (M-Su)	CM	11P-1135P	M-----	:30	1	\$950.00	P-5	0.00	NM	1	\$950.00
Late News (M-Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M----- 1 \$950.00 0.00															
													Totals		
													230 \$121,925.00		